



## NOTICE OF DECISION

December 13, 2018

Ana Jones  
Trademark Visual, Inc.  
3825 S. 36<sup>th</sup> Street  
Phoenix AZ 85040

**RE: 4700 Comprehensive Sign Plan DR18-164S (PDR-2018-00164)**

Dear Ana:

Staff has reviewed the revised drawings received for Administrative Design Review regarding 4700 Comprehensive Sign Plan **DR18-164S (PDR-2018-00164)**. Staff has made the following findings:

- The project is consistent with the LDC and applicable design guidelines;
- The project is compatible with adjacent and nearby development; and
- The project design provides for safe and efficient provision of public services.

Based on the above, staff has approved this Administrative Design Review with the following attached information and conditions:

1. All signs shall conform to the approved Comprehensive Sign Plan as attached.

If you have any questions regarding the above, please contact me at (480) 503-6563.

Sincerely,

Dana Stevens,  
Planning Specialist

Attachments:  
4700 Comprehensive Sign Plan stamped and dated 12/13/18

PDR-2018-00164 (DR18-164-S) 4700 Comprehensive Sign Program - 3rd Review  
NWC Queen Creek and Val Vista  
Admin Design Review  
Planner: Dana

Planning

Approved

Dana Stevens, Planning Specialist  
[dana.stevens@gilbertaz.gov](mailto:dana.stevens@gilbertaz.gov)  
480-503-6563

## TRADEMARK

August 29<sup>th</sup>, 2018

Town of Gilbert  
50 East Civic Center Drive  
Gilbert, AZ 85296

### NARRATIVE:

Our request for approval of a new Master Sign Program for '4700' at 4700 South Val Vista Drive Gilbert, Arizona 85297 – APN 304-57-916 & 304-57-917, which include the following:

1. General Site Information
2. Signage Criteria and standards for Multi-Tenant monument signs, tenant wall signs
3. CubeSmart Specific Wall Signage
4. Site Maps, including sign placements

Reference the submitted drawings/updated pages, for further detail and visuals. Please contact Ana Jones at Trademark Visual, Inc. located at 3825 S 36th St, Phoenix, AZ 85040 (602) 272-5055 with any other questions or required information.

**APPROVED**

Administrative Design Review

Case # DR18-164S

Date 12/13/18

4700

4700 SOUTH VAL VISTA DRIVE | GILBERT, ARIZONA 85297

**APPROVED**

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GENERAL INFORMATION

PROJECT

4700 S Val Vista Drive  
S Val Vista Drive & Queen Creek Road  
Gilbert, AZ 85297

PROPERTY OWNERS

Val Vista NWC LLC  
403 Madison Ave N; Suite 230  
Bainbridge Island, WA 98110  
-----  
Stefan Skalbania  
206-855-6910

PARCEL INFORMATION

PARCEL NUMBERS

304-57-906  
304-57-917

AREA IN ACRES

12.95 +/-

ZONING

SC - Commercial District - Shopping Center

DEVELOPER

Hines  
220 Ross Ave, Suite 4200W  
Dallas, TX 75201  
-----  
Luis Castellanos  
512-636-9811

NARRATIVE

4700 S Val Vista Drive is a proposed 564,397 sq +/- mix of modern shopping center and self-storage space comprised of 6 freestanding buildings at S Val Vista Drive & Queen Creek Road, Gilbert, AZ 85297. The purpose of this Sign Package is to set a visually consistent fabrication and location sign standard for all future exterior signs at this site.

SIGNAGE CONSULTANT

Trademark Visual, Inc.  
3825 S. 36th St.  
Phoenix, AZ 85040  
602-272-5055  
-----  
Dan Kronenberg  
dkronenberg@trademarkvisual.com  
  
Mark Sanchez  
msanchez@trademarkvisual.com

**APPROVED**  
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SIGN CRITERIA

These criteria have been developed to insure design compatibility among all signs at 4700 S. Val Vista Drive located at S Val Vista Drive and Queen Creek Road in Gilbert, Arizona. These criteria exist to maintain a continuity of quality and aesthetics throughout the Shopping Center for the mutual benefit of all tenants, and to comply with the regulations of the local municipal sign and electrical codes. Conformance to these criteria will be strictly enforced. Any sign installed that is non-conforming to these criteria not approved by Landlord must be removed or brought into conformance by the Tenant and/or its sign contractor.

Landlord shall approve all signs, in writing, prior to installation. Approval shall be for appearance only and not for code compliance. Sign permits must be obtained from the Town of Gilbert prior to the installation of any sign.

I. GENERAL SIGNAGE REQUIREMENTS

1. The Landlord shall review the detailed shop drawings indicating the location, size, layout, design color, illumination materials and method of attachment (2 sets) and return one (1) set to Tenant marked "Approved", "Approved as Noted", or "Revise and Re-Submit".
2. "Revise and Re-Submit" drawings will be returned to the Tenant with comments. These drawings shall be revised by Tenant and re-submitted to Landlord for its approval.
3. Upon receipt of Landlord approval, Tenant shall proceed with the Town of Gilbert permit process. No sign shall be installed prior to Town approval.
4. No signs, advertisements, notices or other lettering shall be exhibited, inscribed painted or affixed on any part of a sign, except lettering and/or graphics which have received the prior written approval of Landlord.
5. Tenant and/or its representatives shall obtain all permits for its exterior signs and their installation. Tenant shall be responsible for all requirements, specifications and costs.

6. Tenant shall have the sole responsibility for compliance with all applicable statutes/codes, ordinances or other regulations for all work performed on the premises by or on behalf of the Tenant.
7. The Landlord's approval of Tenant's plans, specifications, calculations, or work shall not constitute an implication, representation, or certification by Landlord that said items are in compliance with applicable statutes, codes, ordinances or other regulations.
8. All signage is subject to Town of Gilbert approval and this master sign exhibit. Landlord will support all applications for signs in compliance with this exhibit but cannot guarantee Town approval.
9. All signage shall be constructed and installed at Tenant's expense.
10. Tenant and the Tenant's contractor shall be responsible for the repair of any damage caused by installation or removal of any sign.
11. Temporary advertising devices such as attraction boards, posters, banners and flags shall be permitted.
12. All exterior signs shall be secured by concealed fasteners, stainless steel, or nickel or cadmium plated.
13. All signs shall be fabricated using full welded construction.
14. All penetrations of the building structure required for sign installation shall be neatly sealed in a water tight condition.
15. No labels shall be permitted on the exposed surface of signs, except those required by local ordinance. Those required shall be applied in an inconspicuous location.
16. All exposed metals shall be painted to render them inconspicuous.
17. No exposed raceways, crossovers, tubing or conduit will be permitted. All conductors, transformers, and other equipment shall be concealed.

18. All electrical signs shall bear the UL label.
19. All signs shall conform to International Building Code Standards.
20. All electrical signs shall conform to National Electrical Code Standards.
21. Tenant shall be liable for the operation of their sign contractor. Tenant shall be responsible for selecting a sign company that carries workers' compensation and commercial general liability insurance against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs with limits of liability satisfying the requirements of the Lease.
22. Flashing, moving, or audible signs will not be permitted.
23. Tenant logo styled letters may be used. With the exception of the Major Tenant, copy content of the signage shall not include the product sold without prior approval of Landlord.
- II. WALL SIGNS
1. All signs or devices advertising an individual use, business or building shall be attached to the building at the location directed by Landlord. Each tenant or user suite shall be permitted a Wall Sign with a Minimum Sign Area of thirty-two (32) square feet.
2. Wall signs shall consist of individual LED or Neon illuminated or non-illuminated pan channel or reverse pan channel letters with 3" to 5" Deep returns. FCO Aluminum may be used for smaller letters if necessary. Cabinet signs & Projecting signs may be used provided that they are approved by Landlord, and are non-rectangular.
3. All sign materials shall be quality in nature and include Aluminum, Steel, Stainless Steel, Acrylic, and Polycarbonate.
4. Corporate Letterstyles, Logotype, Logo, and Colors may be used per Landlord Approval. In instances where a Tenant has

- no corporate color or identity, text is to be in a color that contrasts the face of the monument sign panel.
5. The total sign area for tenant occupied buildings up to 75' from Right of Way shall not exceed one (1) square feet for each front foot of building occupancy. The total sign area for tenant occupied buildings 75' or more from Right of Way shall not exceed one and a half (1.5) square feet for each front foot of building occupancy.
6. Height and Length. The height of a Wall Sign shall not exceed eighty (80) percent of the vertical dimension of the sign band or wall space on which the sign is placed. The length of a Wall Sign shall not exceed eighty (80) percent of the horizontal length of the exterior building elevation of a tenant suite.
8. Placement. Wall Signs shall not be located closer to the top of a parapet wall than one-half the vertical dimension of the largest letter or character. Top floor signage located on multi-story buildings may span floor plates.
9. All Tenant Wall Signs must be approved by the Landlord prior to proceeding with the Town of Gilbert permit process.
- III. STORE FRONT GRAPHICS
1. Standard white vinyl die cut copy may be used to display hours of business, emergency numbers, etc. All window graphics and displays shall be subject to the approval of the Landlord prior to fabrication or implementation. Not to exceed 25% of each window area.
2. Corporate Letterstyles, Logotype, Logo, and Colors may be used with Landlord Approval.
3. All Store Front Graphics are to be installed 1st surface to Tenant frontage windows/doors.
4. All window signs shall meet the requirements of the Town of Gilbert.

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SIGN CRITERIA

IV. MULTI-TENANT MONUMENT SIGN & TENANT PANELS

- 1. Four (4) Double-Faced Multi-Tenant Monuments are located within the shopping center.
- 2.The height of a Monument Sign shall be no greater than twelve (12) feet to the top of design embellishments, and the Sign Face shall be located between two (2) feet and ten (10) feet above grade with design embellishments added to the top, sides or bottom of the sign. The size of a Monument Sign shall not exceed sixty (60) square feet in area.
- 3. Monument Signs shall be set back a minimum of three (3) feet from the right of-way. Monument Signs shall maintain a minimum spacing of one hundred (100) feet from any other Monument Sign on the same street frontage.
- 4. Monument Sign Panels are to be fabricated of routed aluminum backed with acrylic. All panel faces are to be painted to monument cabinet color.
- 5. Corporate Letterstyles, Logotype, Logo, and Colors may be used. In instances where a Tenant has no corporate color or identity, text is to be in a color that contrasts the face of the monument sign panel.
- 6. Tenant copy/logo not to exceed the monument face panel boundary.
- 7. All Multi-Tenant Monument Sign Panels must be approved by the Landlord prior to proceeding with the Town of Gilbert permit process.

V. MAJOR MONUMENT SIGN (CubeSmart)

- 1. One (1) Double-Faced Major Tenant Monument is located within the shopping center.
- 2.The height of a Monument Sign shall be no greater than twelve (12) feet to the top of design embellishments, and the Sign Face shall be located between two (2) feet and ten (10) feet above grade with design embellishments added to the top, sides or bottom of the sign. The size of a Monument Sign

- shall not exceed sixty (60) square feet in area.
- 3. Monument Signs shall be set back a minimum of three (3) feet from the right of-way. Monument Signs shall maintain a minimum spacing of one hundred (100) feet from any other Monument Sign on the same street frontage.
- 4. Monument Sign Panels are to be fabricated of routed aluminum backed with acrylic. All panel faces are to be painted to monument cabinet color.
- 5. Corporate Letterstyles, Logotype, Logo, and Colors may be used. In instances where a Tenant has no corporate color or identity, text is to be in a color that contrasts the face of the monument sign panel.
- 6. Tenant copy/logo not to exceed the monument face panel boundary.
- 7. All Major Tenant Monument Signs must be approved by the Landlord prior to proceeding with the Town of Gilbert permit process.

VI. STREET ADDRESS

- 1. Each location of a business or non-residential use shall be clearly identified by or associated with a street address for first responders to locate the same as necessary to respond to any fire or public safety issue. The sign shall serve as visible street address and identifier for delivery of mail and official governmental notification. The Street Address Sign may be externally or internally illuminated. The Street Address Sign shall not exceed six (6) square feet in Sign Area.

VII. ELECTRONIC CHANGING MESSAGE DISPLAYS

- 1. The entire Sign Face of a Freestanding Monument, may be an electronic Changing Message Display if said sign is located within a zoning district where Freestanding Signs are allowed.
  - a. Display: An electronic Changing Message Display may be in full color. An electronic Changing Message Display shall incorporate photocell/ light sensors, with automatic dimming

- technology that appropriately adjusts to ambient light conditions. Displays shall have a brightness level of no greater than 0.3 foot candles above ambient light conditions as measured by foot candle meter.
  - b. Minimum Display Time: An electronic Changing Message Display shall not change more than once every eight (8) seconds. A Display shall change by an instant change method.
  - c. Any allowed electronic Changing Message Display that malfunctions, fails, or ceases to operate in its usual or normal programmed manner shall be repaired or disconnected within forty-eight (48) hours by the owner or operator of such sign.
  - d. When visible from public streets or public rights-of-way, an electronic Changing Message Display shall be by way of static messages.

VIII. TEMPORARY SIGNS

- 1. Temporary signs are intended to be utilized by businesses as a short-term advertisement of special events (e.g., grand opening, going out of business), sales, and new products or services.
- 2. General Standards. Unless otherwise modified by this Section, or as a condition of approval, the following standards apply to all temporary signs:
  - a. No movement allowed (except for movement of flying banner).
  - b. No florescent color or exhibition of florescence allowed.
  - c. Not allowed within a Sight Visibility Traingle.
  - d. Not allowed on Public Sidewalk or right-of-way.
  - e. Temporary signs shall be spaced at least 15 feet apart.
  - f. Temporary signs are allowed up until three (3) days after conclusion of an event if sign pertained to an event.

- g. No lighting or illumination is allowed on temporary signage.
- 3. A-Frame or T-Frame Signs. Placement. No more than one third (1/3) of the width of a public sidewalk and must provide at least four (4) feet of sidewalk clearance
  - a. Shall not exceed 45 inches in height and 31 inches in width and shall be limited to 1 per business or tenant per public street frontage..
  - b. Shall be constructed of durable materials with a stable, weighted base.
  - c. Shall not be illuminated or animated in any way.
  - d. A-frame & T-frame signs shall only be displayed during normal business hours of operation.
- 4. Flying Banners. Placement. Flying Banner Signs must be located adjacent to the parcel or business advertised thereon, Flying Banner Signs shall not be placed in raised or painted medians, with stakes fastened to or driven into concrete, across the street from the business being advertised, on equestrian or multi-use trails, and must be placed at grade level.
  - a. Minimum distance from an access drive or street intersection is 30 feet.
  - b. Minimum Distance from another Flying Banner Sign, A-Frame or T-Frame Sign is 20 feet. Minimum setback of flying banner is 4 feet from edge of curb, or a distance equal to the height of the Flying Banner Sign, whichever is greater.
  - c. Shall be securely tethered or supported by a base of sufficient weight and durability to withstand wind gusts, and maintained in a professional manner free from fading, tearing, and tattering.
  - d. Maximum Sign Area of each Flying Banner is twelve (12) square feet. Maximum Sign Height allowed is fifteen (15) feet.

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SIGN CRITERIA

5. Banners.  
(Permit Required) Banners shall be limited to one banner per street frontage, per business. Shall not be located on the roof of the building or above the building roofline.

a. Duration. Banners shall be up no more than 120 days per year in the aggregate

b. Banner Sign Height Maximum if Displayed as a Freestanding Sign is 8 ft.

c. Minimum Sign Setback if displayed as a Ground Signs 3 ft. Minimum Sign Setbacks are measured from the edge of the property line. Setbacks do not apply to a Banner Sign displayed on walls.

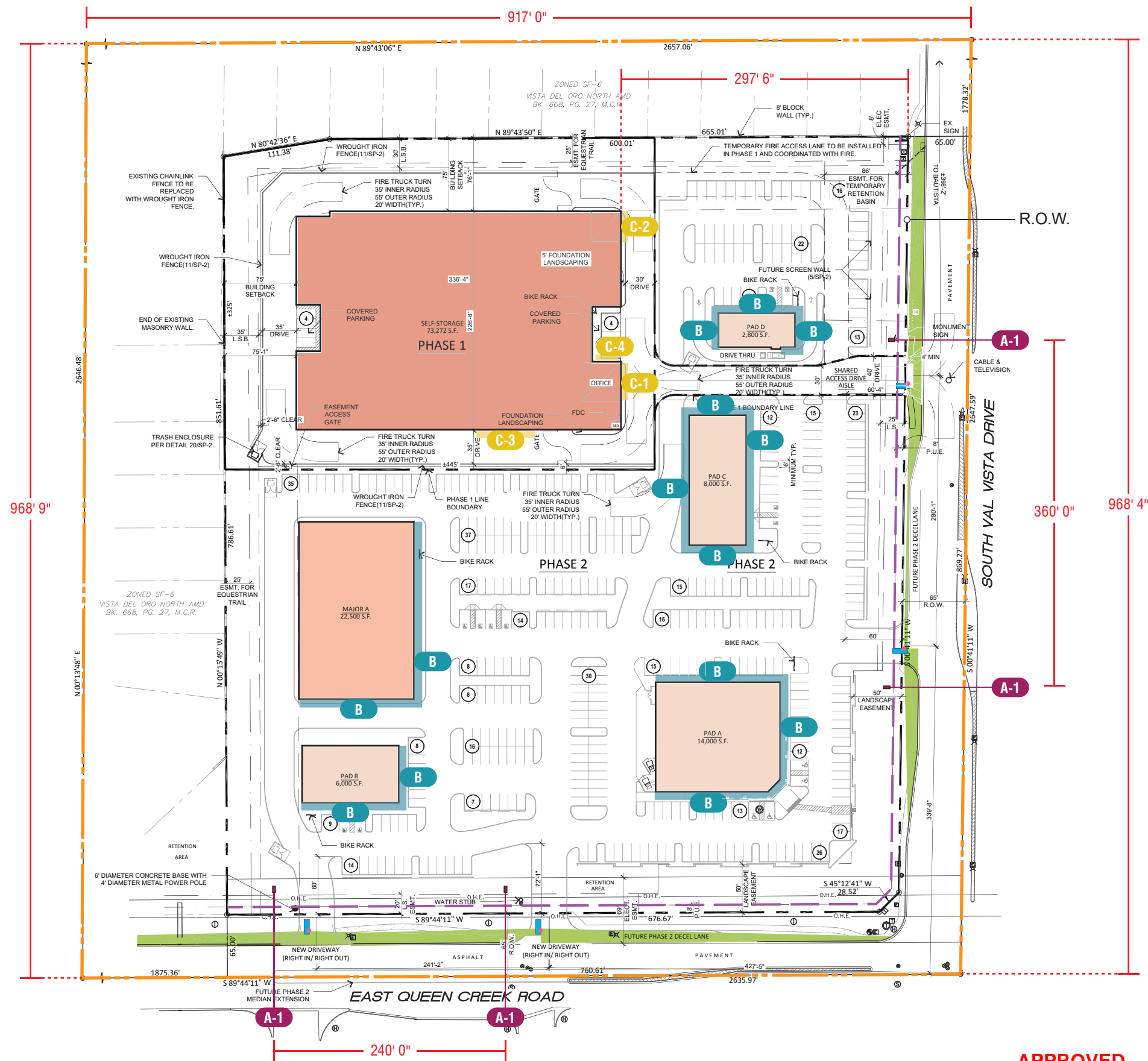
d. Square footage maximums are as listed in table below:

BANNER LIMITATIONS TABLE

BUILDING SQ. FT.	MAX SIGN AREA
For occupancies up to 5,000 sq. ft.	40 sq. ft.
For occupancies greater than 5,000 sq. ft. up to 15,000 sq. ft.	80 sq. ft.
For occupancies greater than 15,000 sq. ft. up to 50,000 sq. ft.	120 sq. ft.
For occupancies greater than 50,000 sq. ft.	180 sq. ft.

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SITE MAP

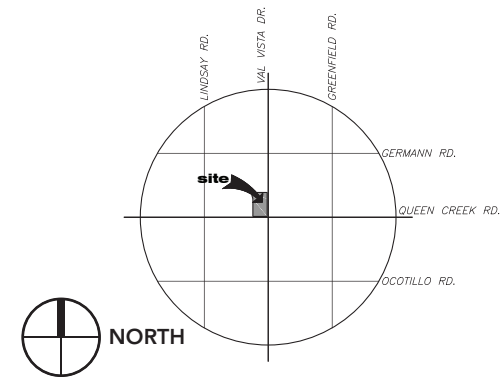


KEY

4700 SOUTH VAL VISTA DRIVE SIGNS

- A-1 D/S MULTI-TENANT MONUMENT SIGNS
- B TENANT WALL SIGNS
- C CubeSmart WALL SIGNS
- Property Line
- PUE (Public Utility Easement)
- Visibility Triangle

VICINITY MAP



SITE DATA

EXISTING ZONING: SC/PAD - COMMERCIAL  
TOTAL SITE AREA: 12.95 ACRES (564,397 SF)

PROPOSED USE: SHOPPING CENTER  
SELF-STORAGE

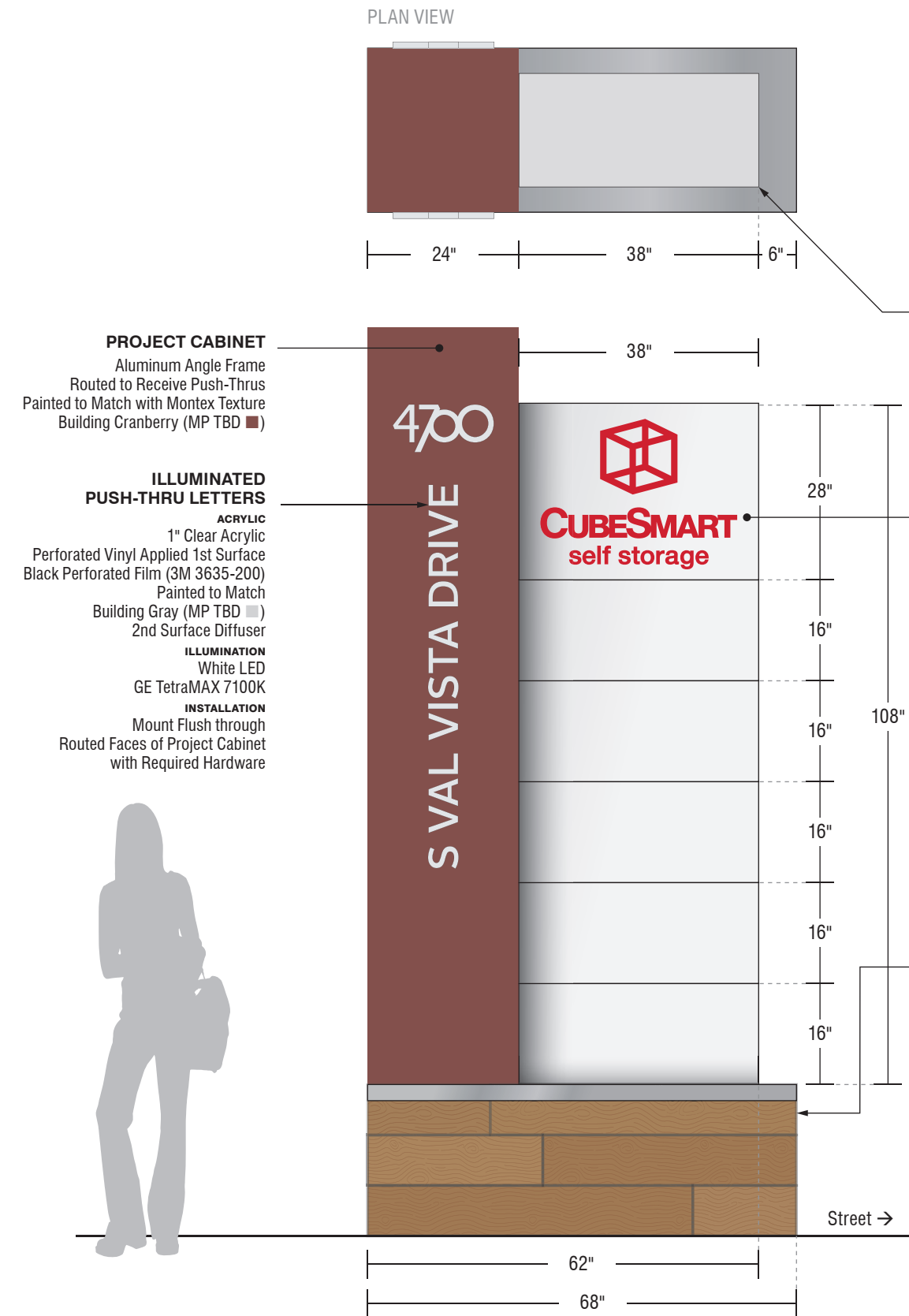
BUILDING AREA

MAJOR A: 22,500 SF  
PAD A: 14,000 SF  
PAD B: 6,000 SF  
PAD C: 8,000 SF  
PAD D: 2,800 SF  
SELF-STORAGE: 73,272 SF  
TOTAL: 126,572 SF

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A-1 D/S MULTI-TENANT MONUMENT SIGNS

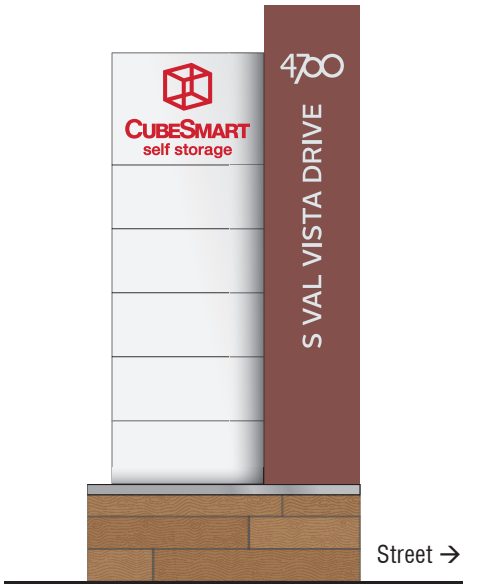
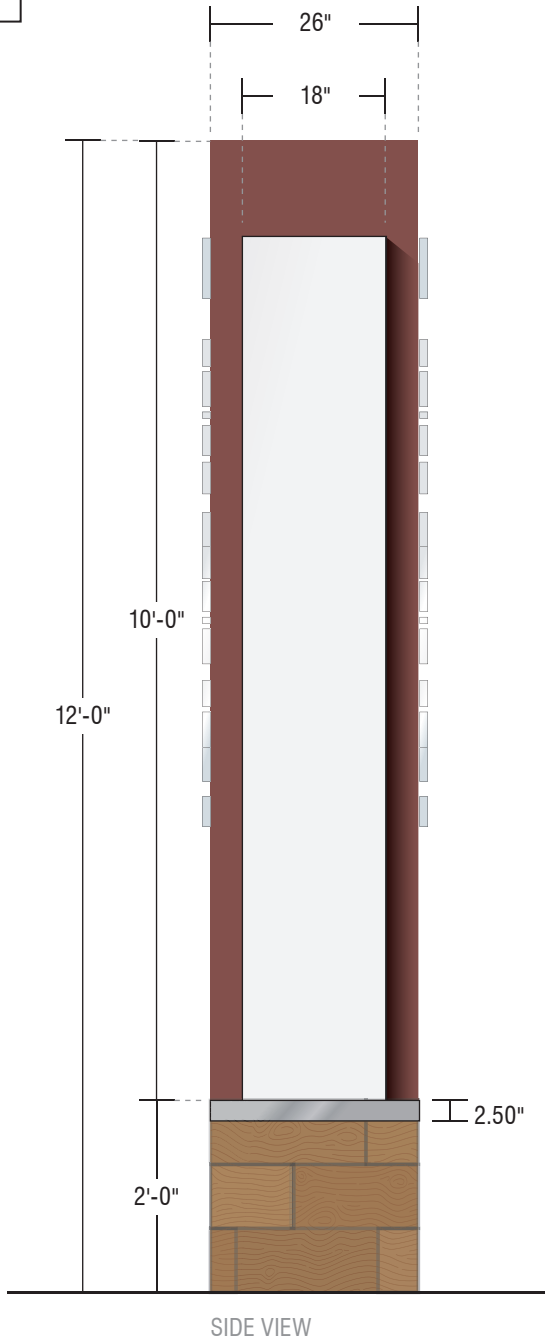


SIGN AREA PER SIDE: 59.9 SF (60 SF MAX)  
SIGN CAN ACCOMMODATE 6-12 TENANTS

TENANT CABINET  
1/8" Aluminum Skin w/ Aluminum Angle Framing  
All Sides Painted; Satin Finish  
MP to Match  
Building Gray (MP TBD ■)

ILLUMINATED REPLACEABLE  
TENANT PANELS  
1/8" Aluminum Face Flush to Cabinet  
Painted; Satin Finish  
MP to Match  
Building Gray (MP TBD ■)  
TENANT LOGO  
Routed From Panel Face  
BACKER  
3/16" White Acrylic  
Vinyl Graphics Applied 1st Surface  
Colors Vary per Tenant  
ILLUMINATION  
White LED  
GE TetraMAX 7100K  
INSTALLATION  
Placed on to Tenant Cabinet  
with Required Hardware

WOOD BASE  
Aluminum Angle Framing  
Wood Veneer Cladding  
to Match Building (TBD ■)  
ACCENT CAP  
Aluminum Construction  
All Sides Painted; Satin Finish  
Brushed Aluminum (MP ■)



Side A  
SCALE 1/4" = 1'0"



Simulated Night View  
SCALE 1/4" = 1'0"

Project Detail (Side B)  
SCALE 1/2" = 1'0"

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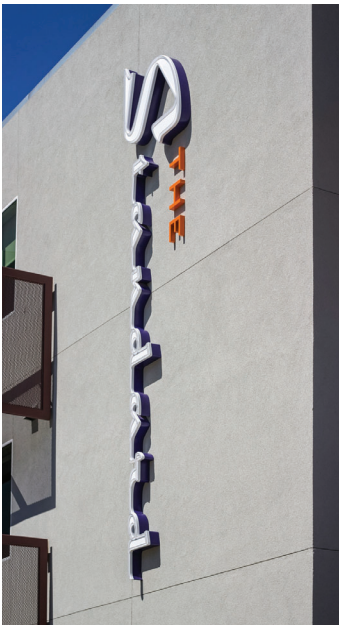
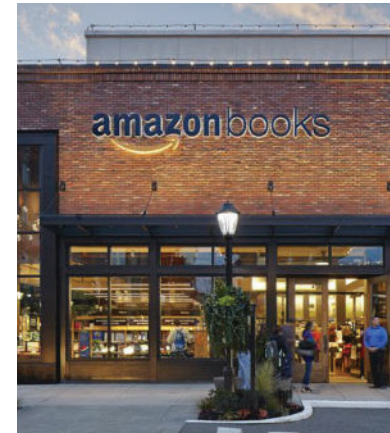
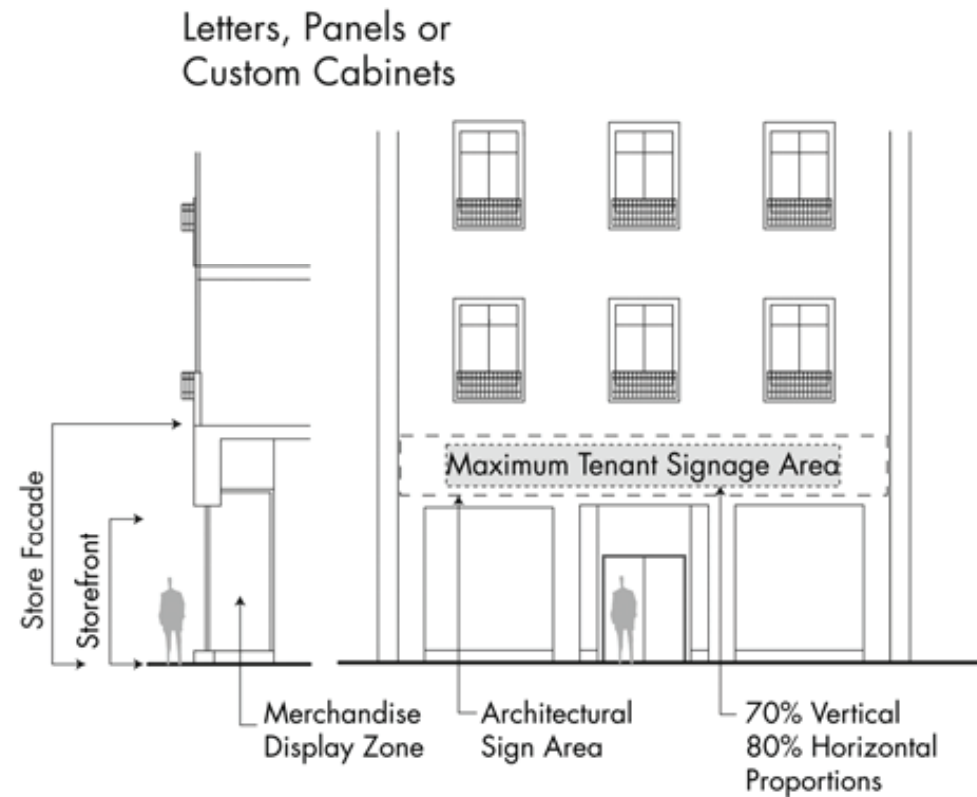
## B TENANT WALL SIGNS

Any sign which is fastened, attached, connected or supported in whole or in part by a building

### WALL MOUNTED SIGNS

A wall mounted sign is any sign mounted flat against and projecting less than fifteen (15) inches from, or painted on the wall of a building or structure with the exposed face of the sign in a plan parallel to the face of the wall. This does not include window signs. All signs shall fit appropriately into architectural sign areas as depicted below – Wall Signs with a maximum proportion of seventy (70) percent of the vertical height and eighty (80) percent of the horizontal length. Margins left by the sign should be in balance around the sign. Color breaks, control joints, high variation in surface texture or other obvious architectural delineation of spaces shall define the architectural sign area. Architecturally integrated signs may use a face material or cabinet which fills the entire sign area as background material. See Next Page for Cabinet Details.

Each tenant or user suite shall be limited to Wall Sign with a Sign Area no greater than the total Sign Allowance Area defined below for (a) the longest building elevation of the tenant or user suite facing the street, or (b) the length of the building elevation of the tenant or user suite where its principal entrance is located. and that sign allowance area under this subsection shall mean “for buildings set back seventy-five (75) feet or less from the right-of-way, one (1) square foot of Sign Area for each (1) one lineal foot of the building elevation adjacent to the suite. and for “buildings set back more than 75 feet, one and one half (1-1/2) square feet of Sign Area for each one (1) lineal foot of building elevation adjacent to the suite.”



EXAMPLE WALL MOUNTED SIGNS

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**B TENANT WALL SIGNS**

Any sign which is fastened, attached, connected or supported in whole or in part by a building

**CABINET SIGNS**

A cabinet sign is a sign that contains all the text and/or logo symbols within a single enclosed case. Cabinet signs that are wall mounted must comply with the wall mounted sign requirements of this section (See previous page ‘Wall Mounted Signs’).

Cabinet signs shall be stylized in shape, rather than rectangular, to reflect the shape of the image printed on the Sign Face or the molded Sign Face, with embossed copy, Flat Cut-Out copy, Channel Letter copy, or sign copy in relief. Copy may be a seperate Letterset of Flat Cut-Out or Channel Letters not affixed to Cabinet as well.



EXAMPLE CABINET SIGNS

**MURALS**

A mural is painting or pictorial representation applied to or incorporated into a structure or wall, which can be viewed from public places, service lanes and ROW.



EXAMPLE MURAL SIGNS

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**B TENANT WALL SIGNS**

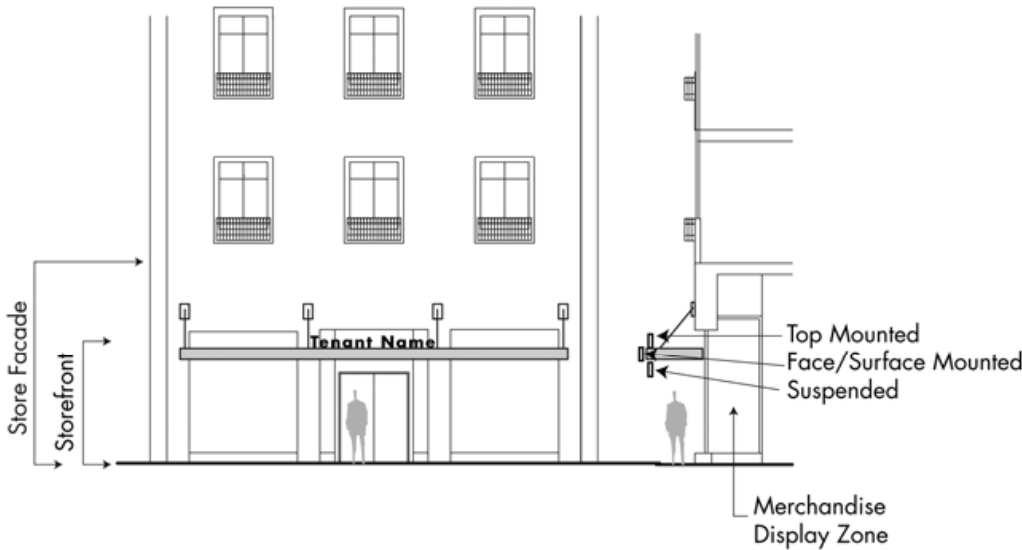
Any sign which is fastened, attached, connected or supported in whole or in part by a building

**CANOPY SIGNS**

A sign placed on, affixed to, or incorporated into the surface of a canopy (typically rigid structures, or structures with vertical supports) or similar device. Signage may be mounted over, suspended under or face-mounted to the front edge or sides of a canopy. The canopy and associated signage must be at least eight (8) feet above any walkway surfaces. Canopies over four (4) feet deep may be required to provide indirect illumination of the walkway below, this shall not be considered signage illumination. Refer to the illustration below. No Raceway can be visible from front view of sign.



EXAMPLE CANOPY SIGNS



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**B TENANT WALL SIGNS**

*Any sign which is fastened, attached, connected or supported in whole or in part by a building*

**BLADE / PROJECTING SIGNS**

A blade or projecting sign shall be a sign attached to a building or other structure and extending in whole or in part more than fifteen (15) inches beyond the building. The blade or projecting sign must be at least eight (8) feet above any walkway surfaces. Maximum projection from the building shall not exceed four (4) feet. Mounting brackets must be decorative elements, compatible with the architecture of the base building.



EXAMPLE BLADE / PROJECTING SIGNS

**APPROVED**

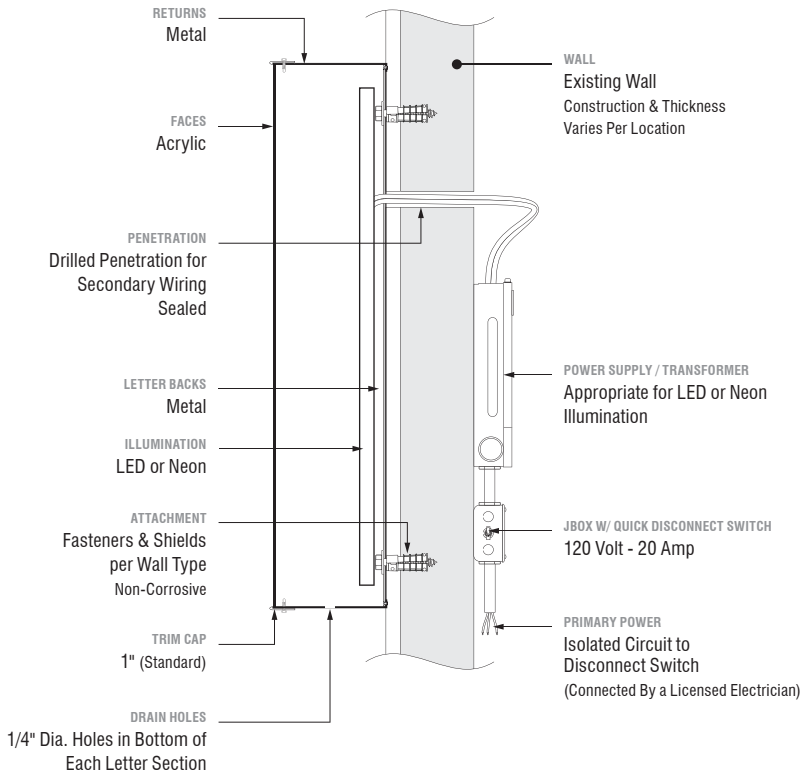
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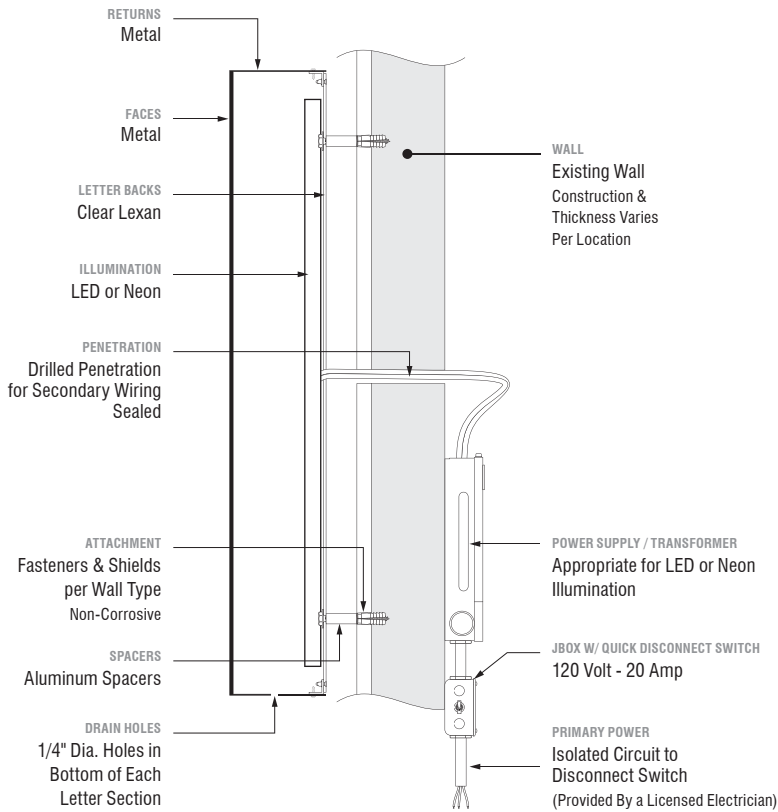
Date 12/13/18

**B TENANT WALL SIGNS**

Any sign which is fastened, attached, connected or supported in whole or in part by a building



Pan Channel Letter  
Internally Illuminated

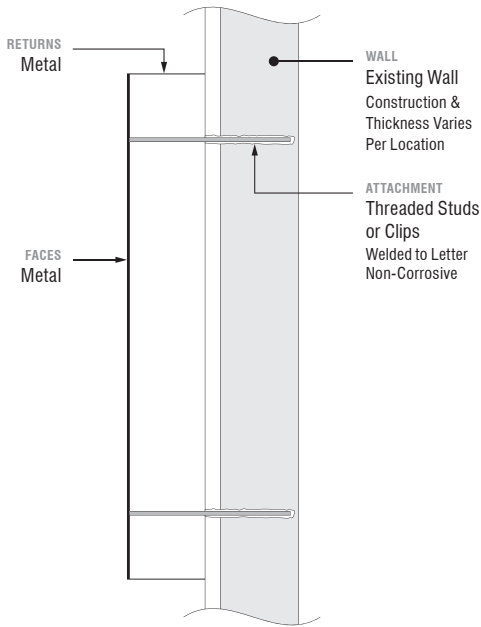


Reverse Pan Channel Letter  
Halo-Illuminated

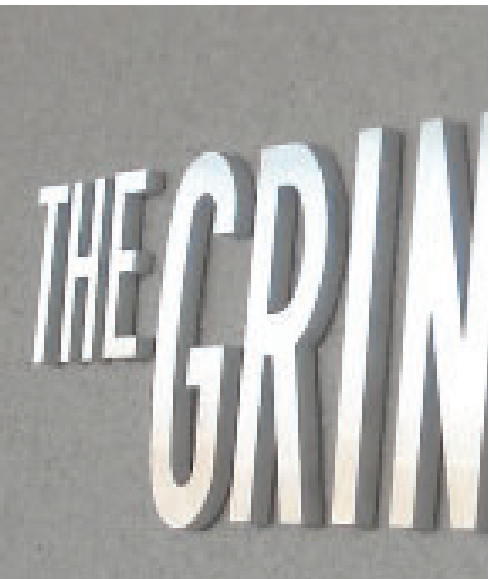
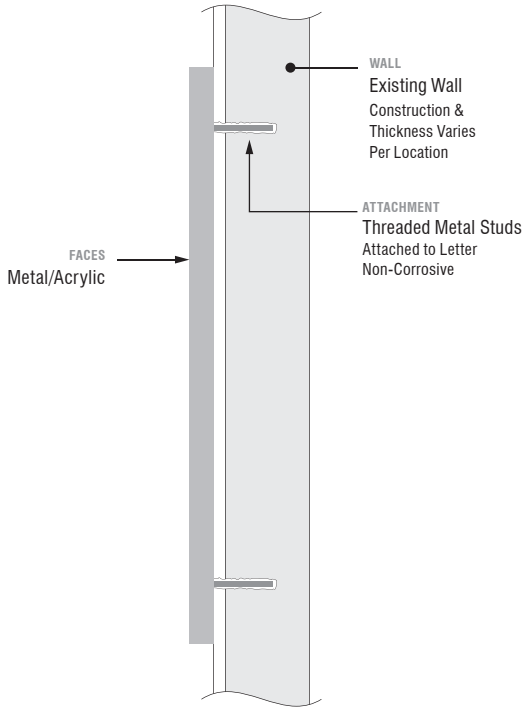
NOTE: Back-Plate for Halo Illumination May be Required on Signs Installed on Awnings.

**A** Section Detail - Typical  
Pan Channel Letter / LED Internally Illuminated / Flush Mounted

**B** Section Detail - Typical  
Reverse Pan Channel Letter / LED Halo-Illuminated / Mounted Off Wall



Reverse Pan Channel Letter  
Non-Illuminated



Flat Cut Out Letter  
Non-Illuminated

**C** Section Detail - Typical  
Reverse Pan Channel Letter / Non-Illuminated / Flush Mounted

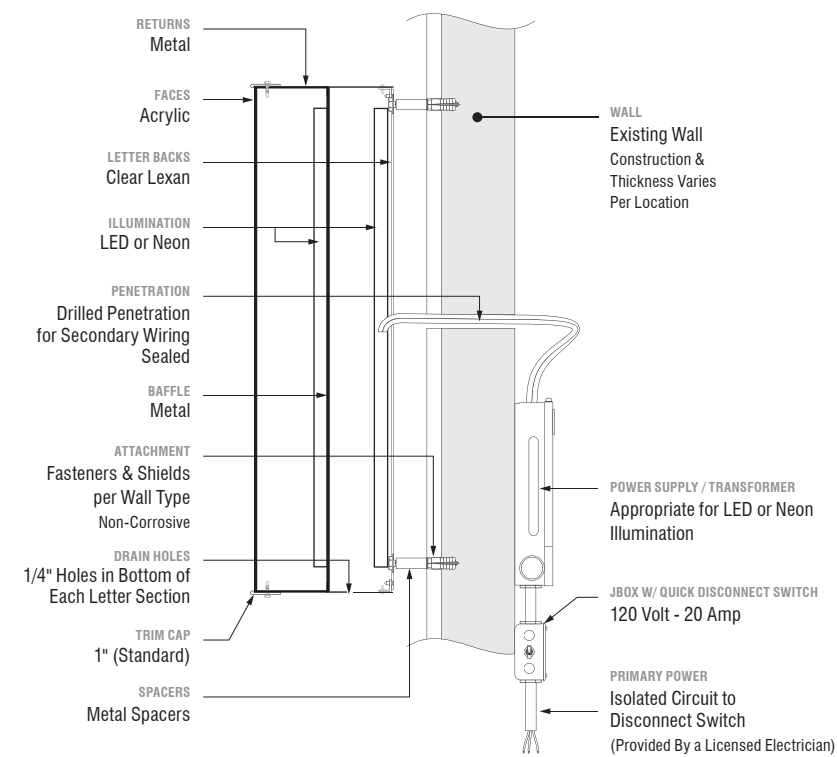
**D** Section Detail - Typical  
Flat Cut Out Letter / Non-Illuminated / Flush Mounted

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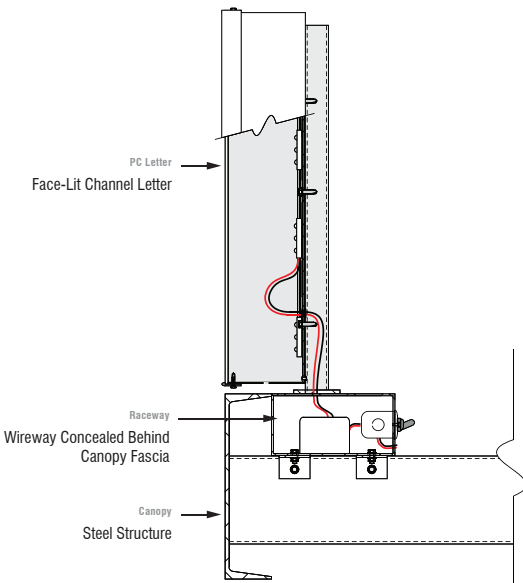
**B TENANT WALL SIGNS**

Any sign which is fastened, attached, connected or supported in whole or in part by a building



Channel Letter  
Face and Halo Illuminated

NOTE: Back-Plate for Halo Illumination May be Required on Signs Installed on Awnings.

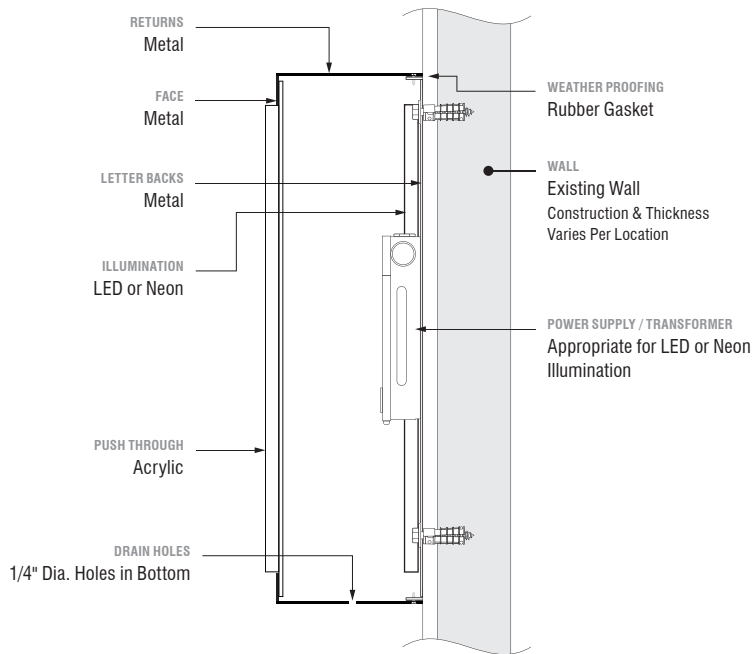


Channel Letter Mounted on Canopy  
Face OR Halo Illuminated with Hidden Raceway

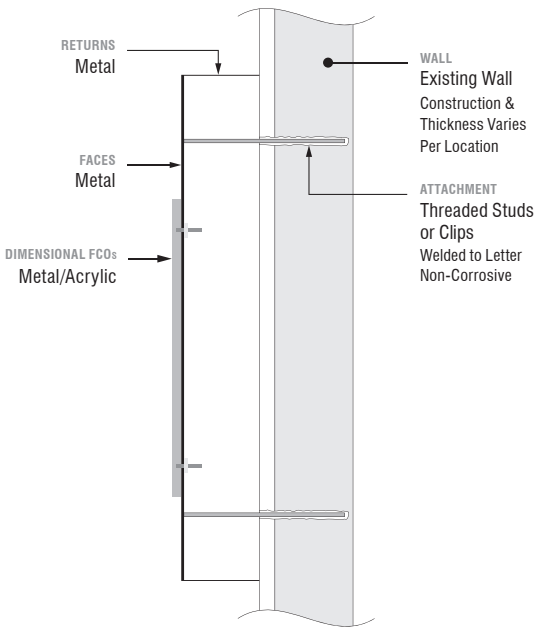
NOTE: Back-Plate for Halo Illumination May be Required on Signs Installed on Canopy.

**E** Section Detail - Typical  
Channel Letter / Face and Halo Illuminated

**F** Section Detail - Typical  
Canopy Sign / LED Internally & Face Illuminated / Concealed Wireway



Cabinet w/ Push Through Acrylic Face  
Internally Illuminated



Reverse Pan Channel Cabinet  
with Dimensional Lettering  
Non-Illuminated

**G** Section Detail - Typical  
Cabinet / Internally Illuminated / Push-Thru Acrylic Face

**H** Section Detail - Typical  
Reverse Pan Channel Letter / Non-Illuminated / Flush Mounted

**APPROVED**

Administrative Design Review

Case # DR18-164S

Date 12/13/18



TEMPORARY RETAIL / PORTABLE SIGNS

A temporary retail or portable sign is any sign or advertising device not secured in place, such as an A-frame or spring-loaded sign. A temporary retail or portable sign is a sign either portable or stationary used to display information relating to a land use or event of limited duration which is intended to be removed upon termination of said land use or event. Temporary retail and portable signs shall not count against the maximum sign area, height or quantity allowed. One (1) temporary retail or portable sign shall be permitted for and at each entry point. The maximum sign area for temporary retail or portable sign shall be eight (8) square feet. Maximum sign height shall not be regulated, but the signs taller than three and a half (3.5) feet must be designed so they do not endanger pedestrians or vehicles by falling over. Temporary retail or portable signs must be decorative elements, compatible with the architecture of the base building, the tenants storefront, or the setting the will be placed in. Temporary retail or portable signs are not permitted to block building entrances or sidewalk clear routes. Permits for temporary retail or portable sign must include the locations where they may be set up. Temporary retail or portable signs are not allowed along arterial streets unless they are part of an Individual Comprehensive Sign Plan.



EXAMPLE TEMPORARY RETAIL / PORTABLE SIGNS

**APPROVED**  
Administrative Design Review  
Case # DR18-164S  
Date 12/13/18



MISC. TENANT ID SIGNS

MENU SIGN / BOARD / CABINET

A menu sign is a sign used to inform the public of the list of entrees, dishes, foods and entertainment available. A menu board is permanently mounted external sign displaying the bill of fare. A menu cabinet is a permanently mounted cabinet with front of glass or other glazing in which a menu sign may be displayed and changed often. Menu signs, boards or cabinets shall be mounted flat against and projecting less than fifteen (15) inches from, or painted on the wall of a building or structure with the exposed face of the sign in a plan parallel to the face of the wall. Menu signs, boards and cabinets are by their nature pedestrian oriented and shall not count against the maximum sign area, height or quantity allowed. One (1) Menu sign, board or cabinet shall be permitted for and at each entry point. The maximum sign area for a menu sign, board or cabinet shall be six (6) square feet. Menu signs, boards or cabinets must be decorative elements, compatible with the architecture of the base building the plaques are attached to.



EXAMPLE MENU SIGN / BOARD / CABINET

INCIDENTAL SIGNAGE

Incidental signage shall not be limited by the City Code. Text and logos shall be no more than two (2) inches in height. Incidental signage may include the following information that is typically provided for commercial establishments:

- a. The name of the establishment
- b. Hours of operation
- c. Suite numbers
- d. Modifiers of the products sold
- e. Logos and other graphic elements
- f. Credit cards accepted decal
- g. Chamber of commerce membership decal
- h. Open/Closed sign less than one-half (1/2) square foot, not permanently attached to the Storefront glazing
- i. No smoking decals less than one-half (1/2) square foot
- j. Other decals required by Law



EXAMPLE INCIDENTAL SIGNAGE

**APPROVED**  
Administrative Design Review  
Case # DR18-164S  
Date 12/13/18

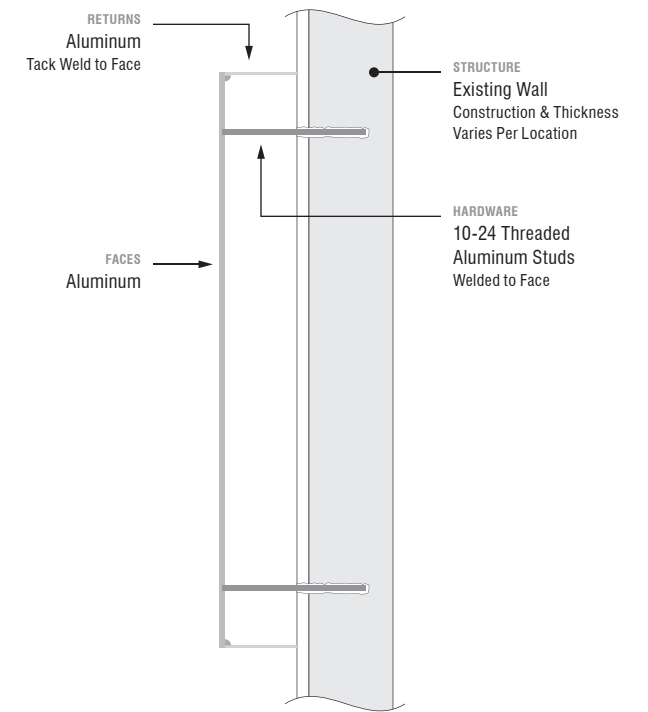
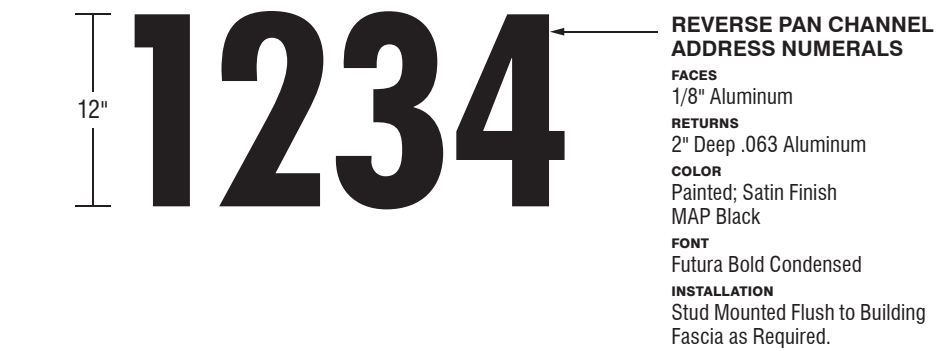
## MISC. TENANT ID SIGNS

## ADDRESS

Address signs including street, building and suite numbers which do not exceed six (6) square feet are not regulated by the City Code.

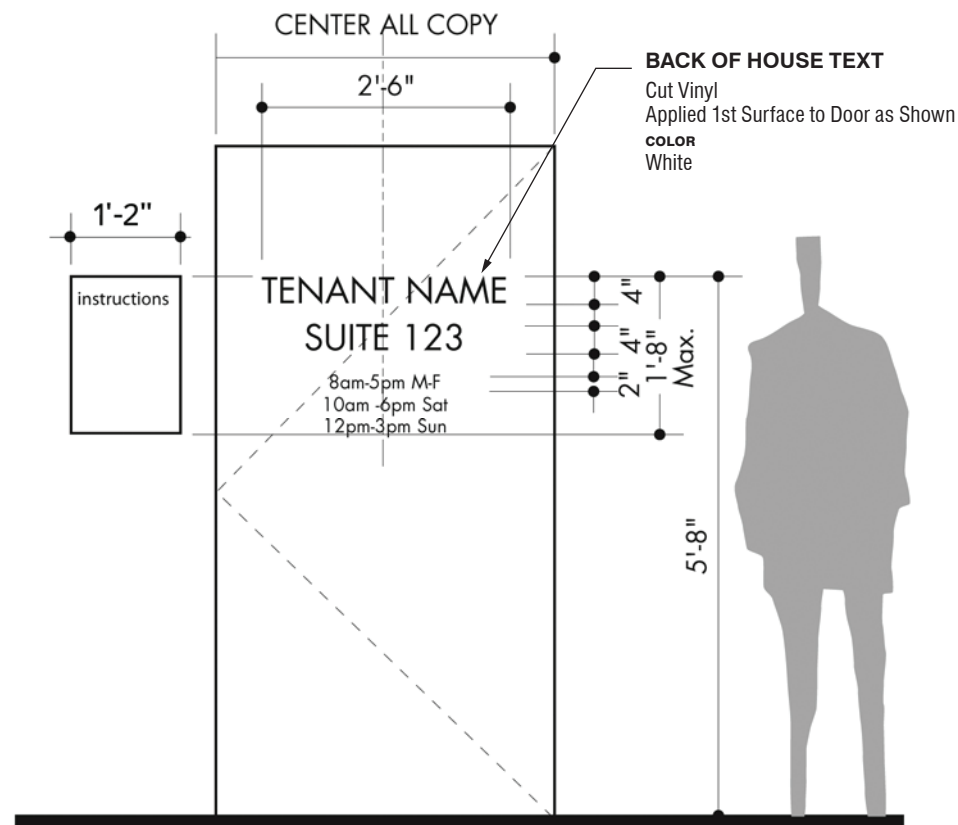
## BACK OF HOUSE SIGNS

Shop Tenants: Back of house signs shall include signage located in and around a back door entrance to a building and shall be permitted as shown at right, without counting against the maximum sign area.



Section Detail - Typical

Reverse Pan Channel / Non-Illuminated / Stud Mount Flush



**APPROVED**  
Administrative Design Review  
Case # DR18-164S  
Date 12/13/18



MISC. TENANT ID SIGNS

DIRECTIONAL SIGNS

A directional sign shall be a sign which includes copy offering pertinent directional information for the purpose of assisting in the flow of vehicular or pedestrian traffic. Directional signs are not advertising nor commercially oriented and shall not count against the maximum sign area allowed. The maximum sign area for directional signs shall be six (6) square feet unless approved by the City Zoning Administrator or through an Individual Comprehensive Sign Plan. Plaques must be decorative elements, compatible with the architecture or the site they are a part of.



EXAMPLE DIRECTIONAL SIGNS

WINDOW SIGNS

Window signs or applied graphics shall be any sign placed on, affixed to, painted on, sandblasted on, or located within the casement or sill area of a mineral glass window or other glazing. Dimensional letters attached to the glazing must have matching dimensional letters on each side of the glazing or a consistent and permanent opaque finish. Window sign area shall not exceed 25% of each window area.



EXAMPLE WINDOW SIGNS

**APPROVED**  
Administrative Design Review  
Case # DR18-164S  
Date 12/13/18





A Typical Sign Detail

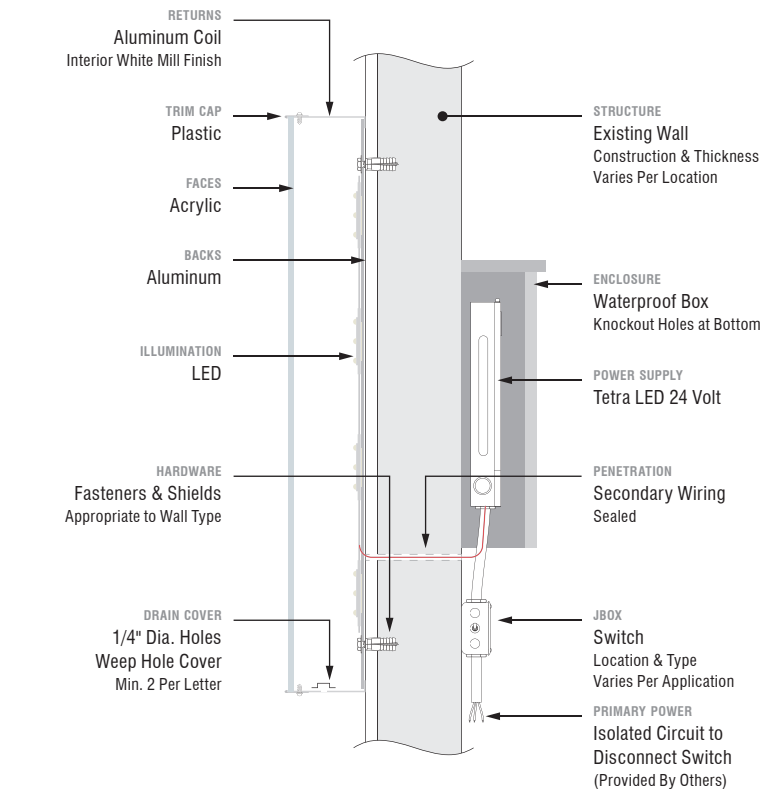
B Sign Criteria

SIGN DESIGNATION	C - BUILDING MOUNTED SIGNAGE - CubeSmart WALL SIGNS
TYPE	Individual Letters with Optional Logo Cabinet (non-rectangular)
ILLUMINATION	Internal LED Illumination OR Non-Illuminated
MATERIAL	Aluminum; Steel; Stainless Steel; Acrylic; Polycarbonate; Opaque and Translucent Vinyl Films
CONSTRUCTION	Internally Illuminated Pan Channel, Internally Illuminated Halo-Lit Reverse Pan Channel, Non-Illuminated Reverse Pan Channel, and Flat Cut Out Letters
LETTER STYLE	Corporate Letterstyles, Logotype and Logo Graphics may be used
LOGO	Logotype and Logo Graphics may be used. Not to exceed 25% of Sign Area.
COLOR	Open to corporate colors or building colors. Subject to Landlord Approval
SIZE RESTRICTION	The total sign area for tenant occupied buildings up to 75' from Right of Way shall not exceed one (1) square feet for each front foot of building occupancy. The total sign area for tenant occupied buildings 75' or more from Right of Way shall not exceed one and a half (1.5) square feet for each front foot of building occupancy. Not to exceed 80% of horizontal and vertical backgrounds. BUILDING MOUNTED SIGNS ARE SUBJECT TO THE TOWN OF GILBERT FOR REVIEW AND APPROVAL.
INSTALLATION	Mounted to building façade via appropriate studs and/or clips

C Section Detail - Typical  
Reverse Pan Channel / Non-Illuminated / Clip Mount Flush

D Section Detail - Typical  
Flat Cut Out / Non-Illuminated / Stud Mount Flush

E Section Detail - Typical Exterior  
Pan Channel / Front-Illuminated / Flush Mounted



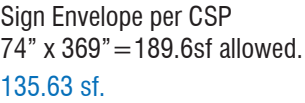
APPROVED

Administrative Design Review

Case # DR18-164S

Date 12/13/18

### *Building Elevations With Conceptual Signage & Proposed Sign Envelopes*



**A** Project Detail  
SCALE 3/16" = 1'0"



## B Sign Criteria



C-2 CubeSmart WALL SIGNS

Building Elevations With Conceptual Signage & Proposed Sign Envelopes

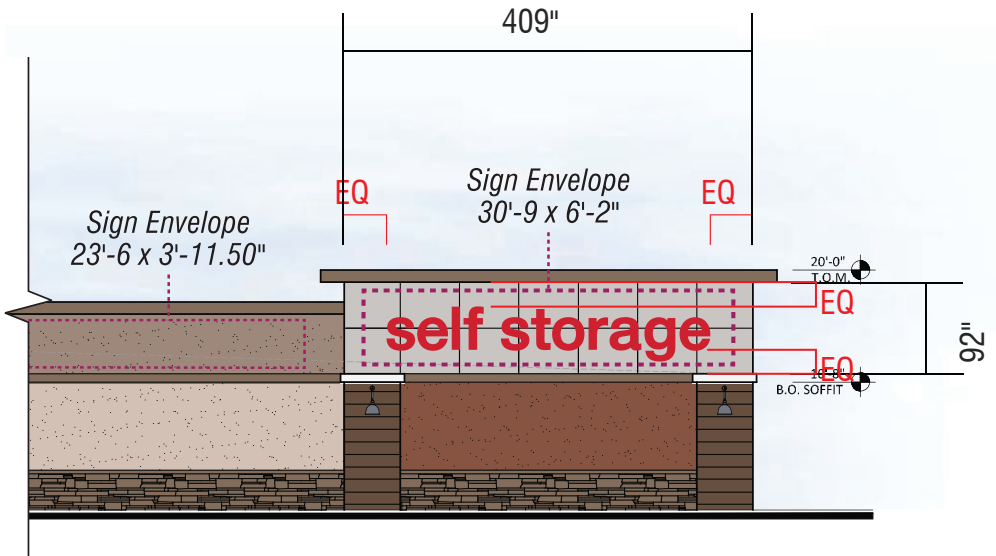


Sign Envelope per CSP:  
74" x 369" = 189.6sf allowed.  
123.66 sf.

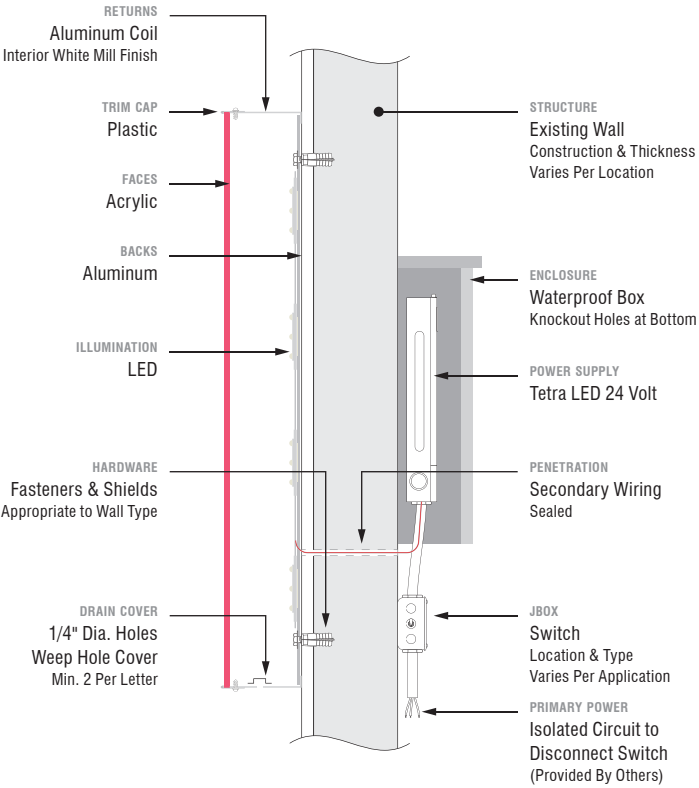
A Project Detail  
SCALE 3/16" = 1'0"

SIGN DESIGNATION	TENANT WALL SIGN
TYPE	Pan Channel Letterset
ILLUMINATION	Face Illuminated via LED Bulbs
MATERIAL	Aluminum; Sign Grade Acrylic;
CONSTRUCTION	LED Illuminated 5" deep PC Cabinet. Trimcaped Acrylic Face
LETTER STYLE	Corporate Letterstyles, and Logotype may be used per Landlord Approval
LOGO	Logotype and Logo Graphics may be used per Landlord Approval
COLOR	Corporate Colors are Allowed on all Letters and Logos with Landlord Approval. In instances where a Tenant has no Corporate Color or Identity; Text is to be in a Color that Will Contrast the Color of the Wall Face.
SIZE RESTRICTION	Copy/Logo not to Exceed allotted Tenant square footage. The total sign area for tenant occupied buildings up to 75' from Right of Way shall not exceed one (1) square feet for each front foot of building occupancy. The total sign area for tenant occupied buildings 75' or more from Right of Way shall not exceed one and a half (1.5) square feet for each front foot of building occupancy.
INSTALLATION	TENANT WALL SIGNS ARE SUBJECT TO THE TOWN OF GILBERT REVIEW AND APPROVAL Mount flush to Wall as Required.

B Sign Criteria



C Elevation View - South



D Section Detail - Typical Exterior  
Pan Channel / Front-Illuminated / Flush Mounted

C-3 CubeSmart WALL SIGNS

Building Elevations With Conceptual Signage & Proposed Sign Envelopes

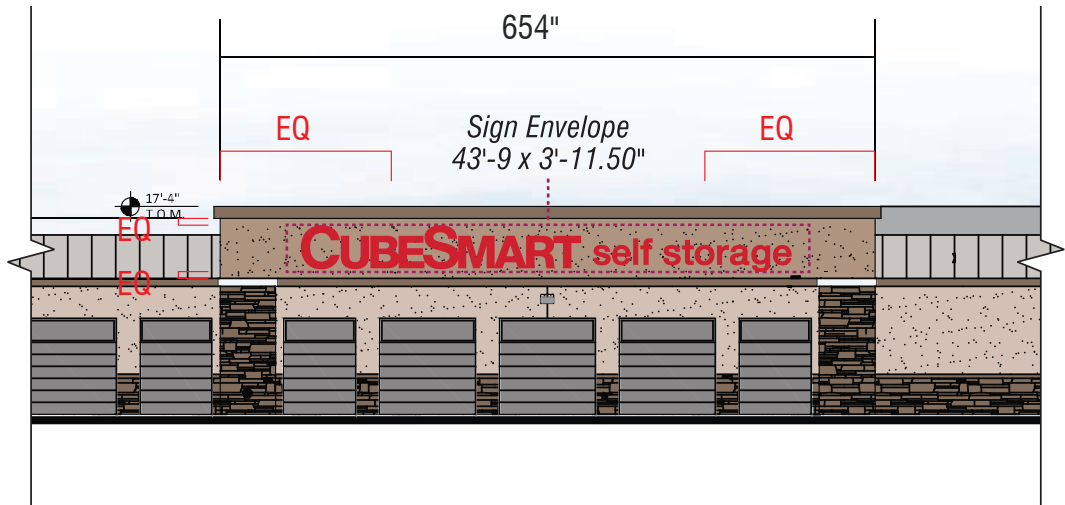


Sign Envelope per CSP:  
47.5" x 525" = 173.2sf allowed.  
163.58 sf.

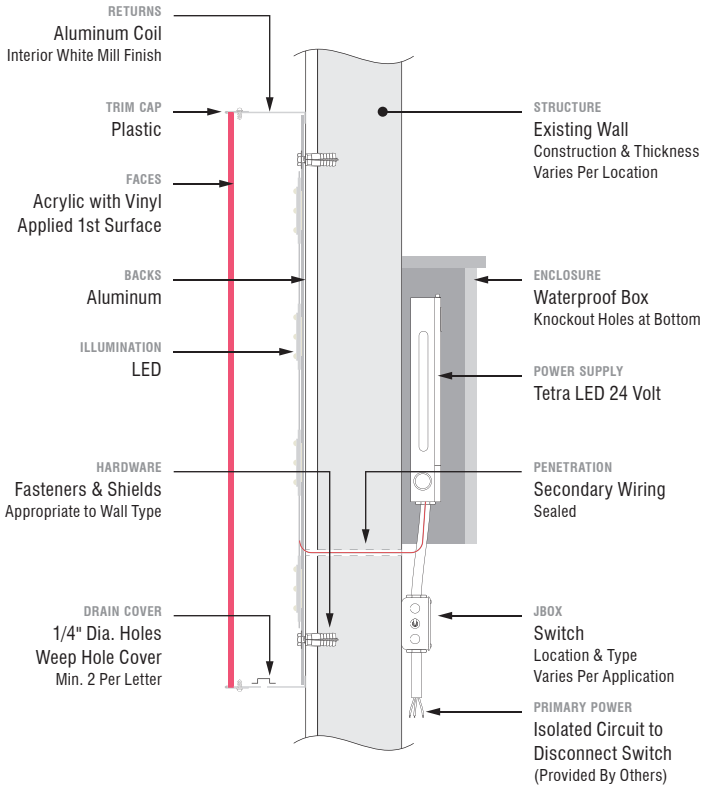
A Project Detail  
SCALE 3/16" = 1'0"

SIGN DESIGNATION	TENANT WALL SIGN
TYPE	Pan Channel Letterset
ILLUMINATION	Face Illuminated via LED Bulbs
MATERIAL	Aluminum; Sign Grade Acrylic;
CONSTRUCTION	LED Illuminated 5" deep PC Cabinet. Trimcaped Acrylic Face
LETTER STYLE	Corporate Letterstyles, and Logotype may be used per Landlord Approval
LOGO	Logotype and Logo Graphics may be used per Landlord Approval
COLOR	Corporate Colors are Allowed on all Letters and Logos with Landlord Approval. In instances where a Tenant has no Corporate Color or Identity; Text is to be in a Color that Will Contrast the Color of the Wall Face.
SIZE RESTRICTION	Copy/Logo not to Exceed allotted Tenant square footage. The total sign area for tenant occupied buildings up to 75' from Right of Way shall not exceed one (1) square feet for each front foot of building occupancy. The total sign area for tenant occupied buildings 75' or more from Right of Way shall not exceed one and a half (1.5) square feet for each front foot of building occupancy.
INSTALLATION	TENANT WALL SIGNS ARE SUBJECT TO THE TOWN OF GILBERT REVIEW AND APPROVAL Mount flush to Wall as Required.

B Sign Criteria



C Elevation View - South East

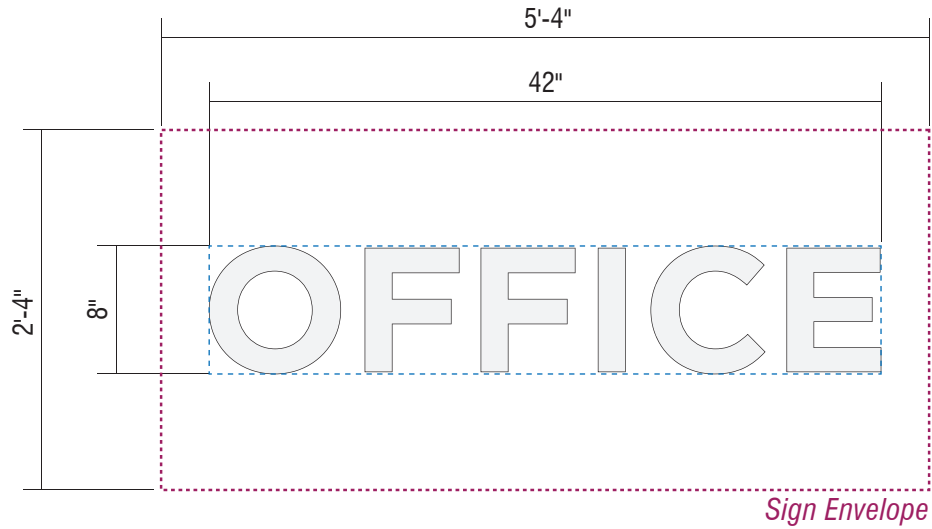


D Section Detail - Typical Exterior  
Pan Channel / Front-Illuminated / Flush Mounted

C-4

CubeSmart WALL SIGNS

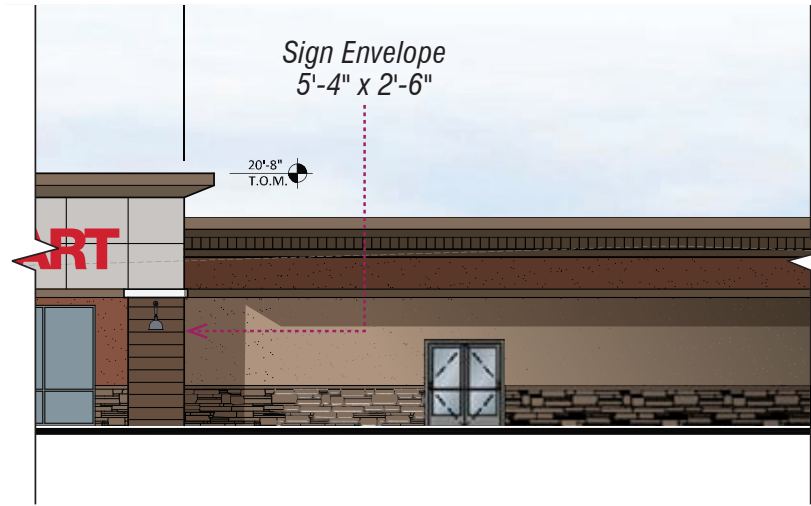
Conceptual Signage & Proposed Sign Envelopes



Sign Envelope per CSP:  
28" x 64" = 12.44 sf allowed.  
4.15 sf.

SIGN DESIGNATION	TENANT WALL SIGN
TYPE	Full Cut-Out Letter
ILLUMINATION	Non-Illuminated
MATERIAL	Acrylic Painted White
CONSTRUCTION	New set of Acrylic Letters painted white; stud mounted
LETTER STYLE	Corporate Letterstyles, and Logotype may be used per Landlord Approval
LOGO	Logotype and Logo Graphics may be used per Landlord Approval
COLOR	Corporate Colors are Allowed on all Letters and Logos with Landlord Approval. In instances where a Tenant has no Corporate Color or Identity; Text is to be in a Color that Will Contrast the Color of the Wall Face.
SIZE RESTRICTION	Copy/Logo not to Exceed allotted Tenant square footage. <b>TENANT WALL SIGNS ARE SUBJECT TO THE TOWN OF GILBERT REVIEW AND APPROVAL</b>
INSTALLATION	Mount flush to Wall as Required.

A Project Detail  
SCALE 3/4" = 1'0"

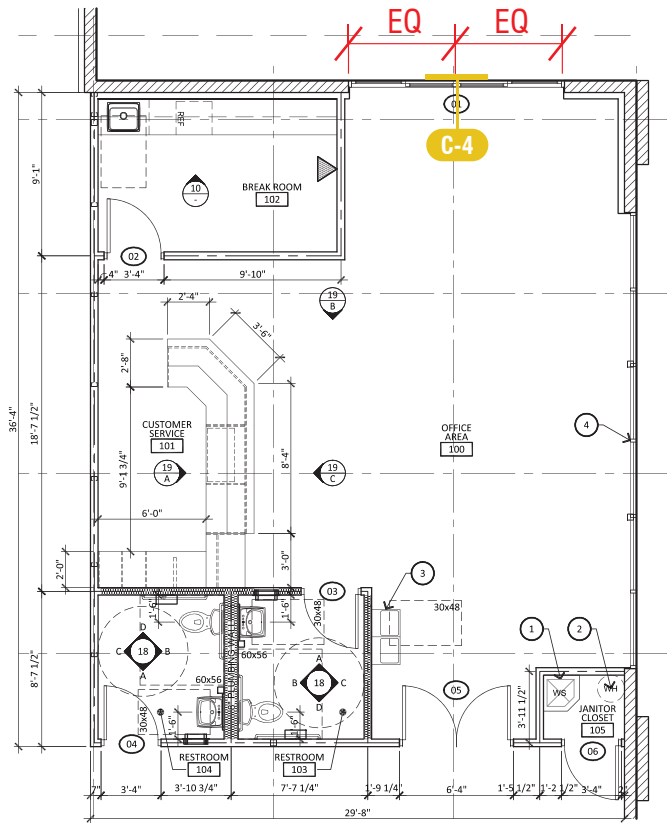


SIGN LOCATION NOTE

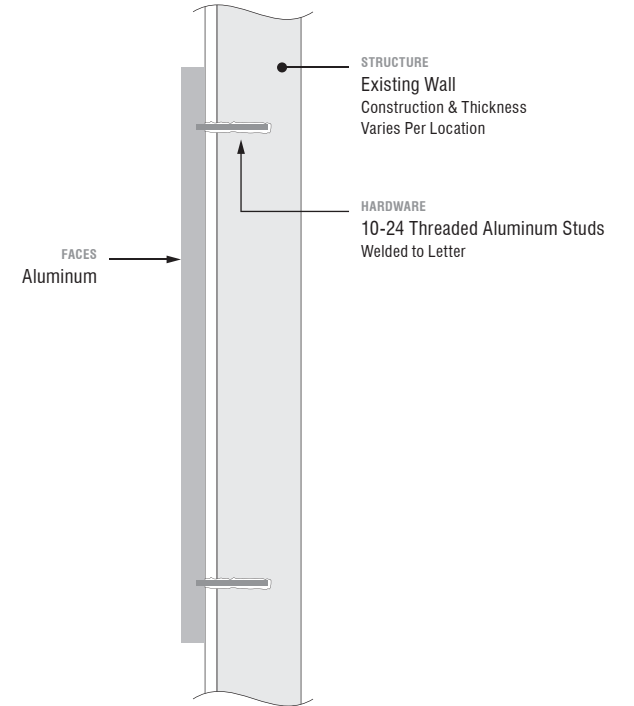
Sign to be Installed Over Power Sliding Door that is the Entry to the Office, which faces to the North. Sign Envelope Arrow Points to Building Façade that is the Sign Install Location.

C Elevation View - East  
SCALE 1/8" = 1'0"

B Sign Criteria



D Floor Plan View - Lobby Area  
SCALE 3/32" = 1'0"



E Section Detail - Typical Exterior  
Full Cut Out Letters / Non-Illuminated / Flush Mounted

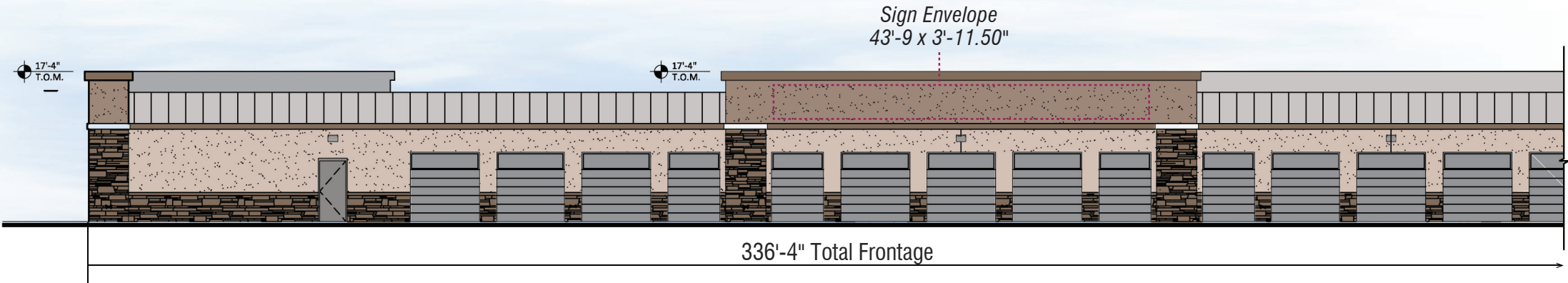


**C SIGN BAND ELEVATIONS**

*Building Elevations With Conceptual Signage & Proposed Sign Envelopes*

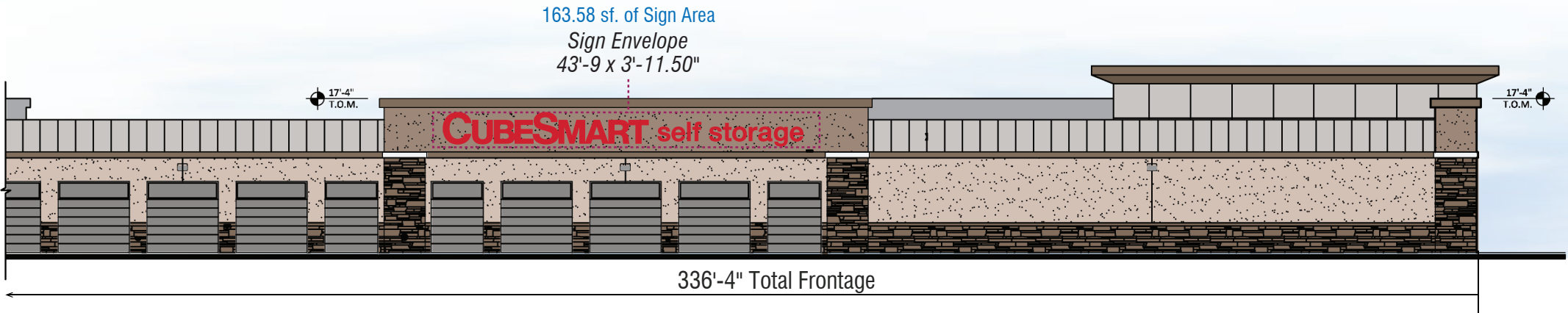
504.5 sf of Signage Allowed  
Total for Entire Building

Building Face is More Than 75' from  
Right-of-Way, Sign SF shall not exceed one  
and a half (1.5) square feet for each front  
foot of building occupancy



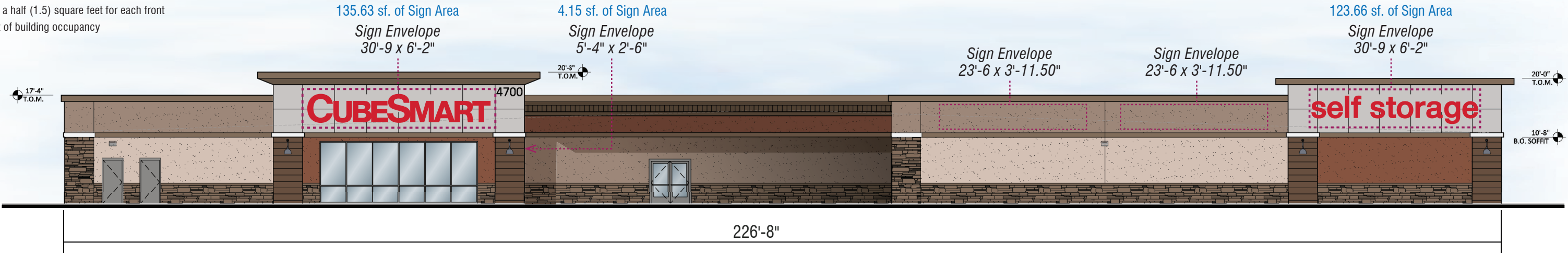
**A** South Elevation - SW Side  
SCALE 1/16" = 1'0"

Building Face is More Than 75' from  
Right-of-Way, Sign SF shall not exceed one  
and a half (1.5) square feet for each front  
foot of building occupancy



**B** South Elevation Continued- SE Side  
SCALE 1/8" = 1'0"

Building Face is More Than 75' from  
Right-of-Way, Sign SF shall not exceed one  
and a half (1.5) square feet for each front  
foot of building occupancy



**C** East Elevation  
SCALE 3/16" = 1'0"